

ABSTRACT

The present invention relates to a method for internet survey using betting information, and more particularly to a method for survey which analyzes selection click and betting amount of participant for plurality of subjects intending to survey during predetermined term through communicating network such as internet so as to analyze preference degree and preference strength for the surveying subject.

The method of the invention comprises steps : for selecting one subject among plural particular subjects desired to survey, deciding the betting amount desired to invest for selected subject, counting the selecting numbers to each of plural subjects desired to survey during particular term and betting amount whereby selecting a subject received most selecting number or betting, paying a dividend proportional to betting amount inputted to participant who selected a surveying subject received most selecting time number or betting amount, and analyzing a preference degree and preference strength on the basis of selecting number and betting amount for each of plural subjects desired to survey.